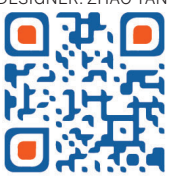


# BEIJING TODAY

## COMMERCE



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## Cycling routes for summer

With traffic getting worse, many people are returning to cycling for their exercise and commuting needs.

Early summer is a great time for a casual ride. We've put together a few routes that take you through historic sites in both the city center and suburbs.

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'Startup college' to cultivate leaders

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Young grads dump studies for food biz

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Baroque arrives at National Museum

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# Startup college to cultivate China's entrepreneurs

By BAO CHENGRONG  
Beijing Today Staff

Young graduates who want to start their own businesses face several barriers: most lack experience, a social network and communication skills.

Magic Entrepreneur College aims to supply all three.

Unlike top universities, which focus on teaching management theory, the college provides young people with inspiration and the tools to realize their ideas.

"A startup is an undertaking that requires experience," said Lu Wei, the college's founder. "It's like climbing Mt. Qomolangma. You can prepare for how to deal with emergencies, but the undertaking is a marathon. You need experience to know how to conserve your energy and obtain water."

The curriculum is similar to TED talks, with guest speeches from top entrepreneurs. Paul Graham, founder of Y Combinator, spoke about how to find a creative idea, form a team, respond to customer demands and obtain funding. Lu and his team have also invited CEOs from domestic enterprises, such as Yao Jingbo from 58.com and Zhou Hongyi from 360.

Lu also gathers experienced founders and investors to provide offline services for members and help them figure out the best



Sheng Jia, a lecturer of Magic Entrepreneur College, introduces the college's online courses.

solution to their startup troubles. Within 12 weeks, trainees will learn through face-to-face training, in-depth consultations, case studies and road shows.

To support the college's high costs, Lu has cooperated with crowd funding.

"Forming a startup in China requires a product to fit a market segment and

be common enough to suit the domestic market. They have to be entertaining and suit the tastes of *diaosi* (gigantic losers)," Lu said.

The college has shared quite a few courses on WeChat. Lu said WeChat is a valuable tool to know how to promote your product. Only 2,000 WeChat users are needed to get 1,800 shares and 10,000 hits, Lu said.

But even though the school has a growing fan base, some of its recent articles have attracted only 100 hits and 10 shares.

Lu said he initially thought customers wanted training, but he has realized that most just want an interactive circle where they can discuss problems.

It took Lu more than six months to find partners and build his core team. Lu said instead of persuading people to join, it was more important to win their recognition with ideas.

To stimulate the team's enthusiasm, Lu said he gives those in irreplaceable positions a salary 1.5 to 4 times higher than the market average. Those who agreed with the vision and who were capable were given an average salary. The most replaceable people were put on commission.

The college's community has attracted 1303 visits. For those dreaming of quitting their job to start their own businesses, Lu suggests learning like a beginner.

## Duolingo app enters the Asia market

BAO CHENGRONG  
Beijing Today Staff

Duolingo, an app that combines language study with crowdsourced translation, recently expanded its business to Asia with a \$20 million investment from Kleiner Perkins.

The newest supported languages include Chinese, Japanese and Korean. It also updated its iOS app to include a translation game that allows users to compete in real time.

Nearly one third of Duolingo's users are from North America, Latin America or Europe. Apart from winning support from Chinese and Japanese users, the new edition also opens the software to Hindi speakers.

In response to requests for certification, Duolingo plans to release a series of exams to test users' translation abilities. Tests

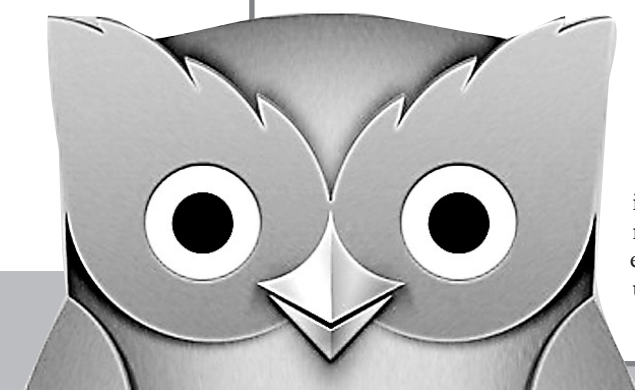
will be priced \$20.

Duolingo's Chinese version is free while its foreign version costs 18 yuan. Its main profit model is based on selling crowdsourced translation services to companies on a tight budget.

According to the Duolingo Effectiveness Study Final Report, a user with no previous knowledge of Spanish takes an average of 34 hours in the app to master the same materials covered in one semester at college. The report was prepared by Roumen Vesselinov, an assistant professor at Queens College, City University of New York, and John Grego, a professor of statistics at the University of South Carolina.

The report also found that beginners and people planning to travel abroad were the most efficient learners.

Liang Bo, a Duolingo user, said the app has aroused his enthusiasm for learning foreign languages. It took him two months to learn basic French and a month and half to learn basic Spanish.





# Generation abandons college experience for food startups

By BAO CHENGRONG  
Beijing Today Staff

Rather than sign up with a foreign enterprise for a high salary, many of China's top university graduates are choosing to start their own restaurants.

Zhang Tianyi, a graduate of Peking University, recently opened a small restaurant at the Beijing World Financial Center in Chaoyang District to sell Changzhou rice noodles, a famous food from his hometown.

"I majored in law, but I realized that Beijing needs people who can make a bowl of delicious beef rice noodles more than it needs financial attorneys," Zhang said.

Zhang's restaurant is about the size of a small apartment room and seats 14 customers. Each has to wait for a long time for their noodles to arrive during peak hours. To control quality, he limits his sales to 120 bowls per day.

Rice noodles in Zhang's restaurant cost 23 yuan, nearly twice the average price, but just enough to cover rent in the expensive area.

Zhang ran two small restaurants by his school before deciding to throw his effort into the startup. Given the popularity of rice noodles and southern cuisine, he saw promise in the business.

He traveled to Changde, Hunan Prov-



Lei Tea, tea from Changde

Photos provided by Fu Niu Tang

ince, and sampled the rice noodles at every restaurant in the city before deciding which he liked best. Working with the chef, Zhang created his own the recipe.

The beef and beef bone stock takes 10 hours to prepare, and he cooks each batch in advance to save time on making his noodles.

Zhang poured all his savings into the start-up and was supported by three

partners: former government official, master and MBA. He works three part time jobs to bolster up his income from the restaurant.

Although hard, his decision was influenced by his mother. Unlike most moms, who encourage their children to find an easy job with a big title or big salary, Hu Bo encouraged Zhang to struggle and taught him not to look down on any career.

But graduates like Zhang face a great pressure from their families and society - sometimes even from themselves.

When Chen Sheng, a graduate of Peking University who went into the pig raising business, spoke at his alma mater, he apologized for having "wasted" his education.

"If one day people stop making big news out of Peking University graduates selling food or Tsinghua University graduates becoming a security guards - if we learn to respect every way of living and every occupation - then the problem of employment won't be so hard to solve," Zhang said.

Zhang's choice may inspire graduates who still wonder about their future.

"A friend told me he decided to stay in Beijing to achieve his



Zhang Tianyi making rice noodles.

**“伏牛堂”环保行动计划**

**水果“分”到手**

你知道吗？垃圾分类能够在源头整理垃圾，使得垃圾可回收再利用，减少对环境的污染！

为了您的卫生便利，伏牛堂使用了一次性碗及经济竹筷制作的竹筷，通过恰当的垃圾分类它们将得到回收利用！

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**步骤阅读**

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完成以上，同伏牛堂一起履行环保责任，即可领取并享用免费水果

伏牛堂工作人员会在稍后统一将我们的用餐垃圾分类回收。

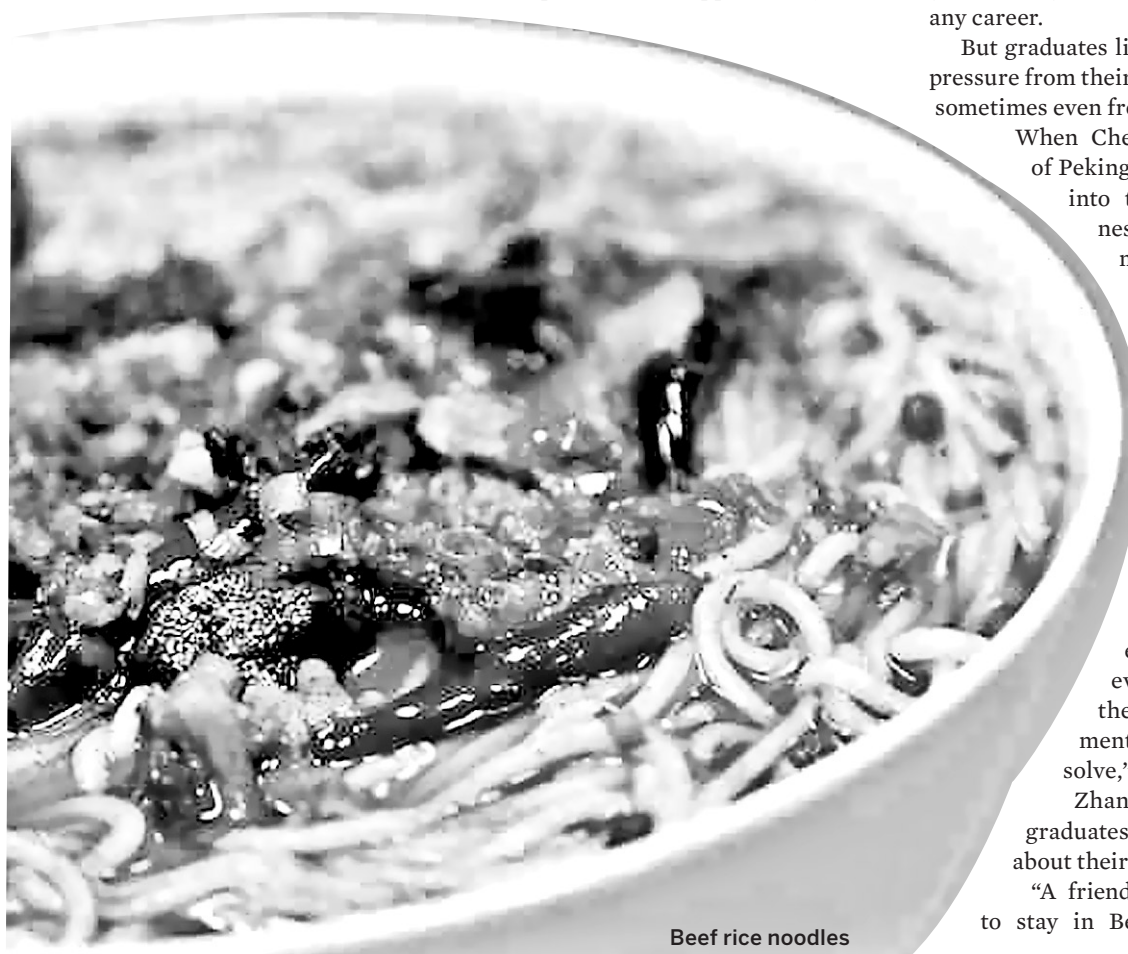
Zhang's restaurant encourages customers to join in garbage sorting.

'dream' of owning a car and an apartment. I couldn't help but wonder why he would pay such a high opportunity cost to pursue a goal that can be easily achieved in any third-tier city," Zhang said.

Compared to young people in Taiwan, Hong Kong and Japan, young people from the Chinese mainland tend to be more positive about their own future and society, said Liang Wendao, a host on Phoenix Satellite TV.

Liang said many Japanese students don't treat their studies seriously or even want good jobs. In an interview with a Hong Kong publishing house, many young applicants even listed "napping" as their favorite hobby.

The Hong Kong government and many enterprises hire young graduates with no administrative experience as managers, Liang said. He said society needs to reevaluate what young people can really achieve rather than banking on the promise of nebulous "new ideas."



Beef rice noodles



# Italy introduces Rome's Baroque art in cultural exchange



By Annibale Carracci



By Andrea Sacchi



By Gian Lorenzo Bernini

Chnmuseum.cn Photos



By Artemisia Gentileschi



By Michelangelo Merisi da Caravaggio

By LIU XIAOCHEN

Beijing Today Staff

Rome in the Seventeenth Century: Towards Baroque, a new exhibition, is the most recent event in the government's five-year cultural cooperation with Italy.

Opened at the end of April, the exhibition presents Baroque art, the dominant artistic style of Europe in the 1600s. As the birthplace of Baroque art, Rome was the artistic center of Europe.

Italian and European artists who gathered in Rome left precious creative treasures. In order to show the overall artistic style of Rome's Baroque art, China and Italy spent more than a year planning this exhibition at the China National Museum.

The exhibition brings together 50 paintings, sculptures and crafts selected from such museums as the Rome Venice Palace Museum and Palazzo Barberini National Ancient Art Museum. The works come from more than 20 famous artists, such as Annibale Carracci, Michelangelo Merisi da Caravaggio, Giovanni Lorenzo Bernini, Alessandro Algardi and Nicolas Poussin.

The exhibition is divided into three parts: the Baroque and its naturalism, Baroque sculpture and Baroque painting. It will also share select pieces from other artistic styles in the same period.

The first section mainly features works by Annibale Carracci, Michelangelo Merisi da Caravaggio, Artemisia Gentileschi and Nicolas Poussin. Natural and human landscapes were widely developed through portraits, landscape paintings and perspective paintings.

The second part of the exhibition showcases Baroque master Giovanni Lorenzo Bernini and other artists' Baroque sculptures. Compared with earlier popular art which prized painting, sculpture was the greatest strength of the Baroque period.

The third part features a group of amazing Baroque paintings. Baroque painting is the 17th century's most representative style of painting.

## BAC to help citizens improve writing ability

By LIU XIAOCHEN

Beijing Today Staff

Beijing American Center (BAC) is offering writing training to Beijingers who want to practice their English.

The center's new writing training center is intended to help middle school students prepare to study abroad or college students to train for the national CET 4, CET 6, TEM 4 or TEM 8 tests. It also provides advice and writing exercises to learners of all levels.

Lectures about how to improve

writing ability and training sessions to identify writing problems are free to the public.

Interested participants can join for a drop-in class or make an appointment over email for one-on-one training. The center will confirm training appointments within a week of receiving a request.

After May 16, people will also have the chance to join talks and workshops at the center.

Teachers include Kelli Odhuu and Wang Ping from the English Language Program Office of the American Embassy



BAC's teachers are offering free writing training.

CFP Photo and professors from Beijing Normal University and the Central University of

Finance and Economics.

Some students majoring in English at Beijing Normal University will also be present to help.

### Beijing American Center

**Where:** Room 2801, Jingguang Center, 1 Chaoyangmen Wai Dajie, Chaoyang District

**When:** Drop-ins 1-5pm Wednesdays, 1-4 pm Saturdays; appointments 10 am-noon or 1-4 pm Saturdays; talks and workshops 1-5 pm Fridays

**Email:** relowritingcenter@yahoo.com



# India, China unite for cultural friendship festival

By LIU XIAOCHEN  
Beijing Today Staff

India is bringing its art to 12 Chinese cities as part of Glimpses of India Festival, an event organized by the country's embassies and consulates.

After Premier Li Keqiang's visit to India in May 2013 and Prime Minister Manmohan Singh's to China in October 2013, the two countries decided to declare 2014 the India-China Year of Friendly Exchanges.

Sponsored by India's Ministry of Culture, the festival will include events in Beijing, Chongqing, Chengdu, Guangzhou, Hangzhou, Dali, Kunming, Shanghai, Urumqi, Lhasa, Qingdao and Hong Kong.

Shows will include Indian performing arts, exhibitions of modern art, visual and photographic exhibitions on Buddhist heritage, food and film festivals as visits by scholars and writers. Business and tourism promotions will be a key component of the festival.

The next event will be an Indian traditional dance performance by the renowned Chennai-based Kalakshetra Troupe on May 11 at Poly Theatre.

"The festival will be a very special feature in the Year of Friendly Exchanges. We are fortunate to get active support from the Chinese Government, local authorities and several partner institutions in China. We want it to be a truly collaborative endeavor," said Ambassador H.E. Ashok K. Kantha.



China and India are open to friendly exchange.

Pmprc.gov.cn Photo

"We believe that the Glimpses of India Festival will reinforce the foundations of the India-China strategic and cooperative partnership and enhance understanding of Indian art, culture and society," he said.

The Indian government will also coop-

erate with other institutes, such as the Indian Council of Cultural Relations, Sahitya Kala Akademi, Lalit Kala Akademi, Kalakshetra and the National Gallery of Modern Art, New Delhi.

To mark the Year of Friendly Exchanges, India and China have planned

a series of activities including high-level visits, bilateral dialogues, defense cooperation, trade shows and cultural, educational and peer exchanges.

Several were already been held earlier this year, including the Strategic Economic Dialogue and the Strategic Dialogue.

## Latin art exhibition shares contemporary creation

By LIU XIAOCHEN  
Beijing Today Staff

Latin American art may seem far removed from Chinese viewers, but modern cultural collision is bringing it closer to the people around the world.

China's Ministry of Culture and the embassies of Latin American countries are jointly organize a Latin American Contemporary Exhibition, with many participating countries including Argentina, Uruguay, Peru, Ecuador, Mexico, Cuba, Venezuela, Brazil and Chile.

The exhibition will showcase more than 160 works, including easel painting that present Latin American contemporary art and photography from Latin countries. The exhibition is arranged to show the artistic differences between Latin countries.

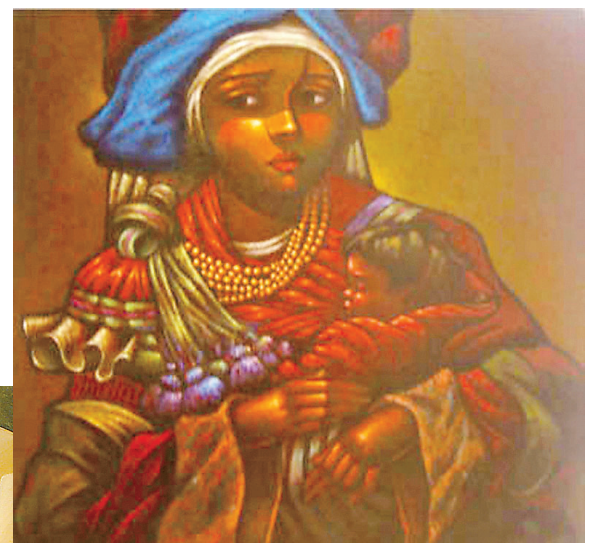
China Arts and Entertainment Group is organizing the activity to provide authentic Latin American Art for Chinese art lovers. Many of the participating artists will be at the China Academy of Art for cultural exchange and to share their artistic perspective.

The exhibition is part of a series of cultural activities for the Peru Spring Festival, Yachay Raimi. Other cultural activities include concerts and lectures.

### World Art Museum

**Where:** China Millennium Monument, Jia 9, Fuxing Lu, Haidian District

**When:** Through May 21



Latin paintings

Qianlong.com Photos



# Summer cycling in the city



Cycling is a popular sport in both Beijing's hutong and suburban areas.

By **LIU XIAOCHEN**  
*Beijing Today Staff*

**W**ith traffic becoming increasingly congested, many people have taken up cycling as a mode of transportation and outdoor sport.

Beijing has many great places for a relaxing ride in both the downtown hutong and suburban areas. Rides offer great scenery and the chance to discover all kinds of surprises that are not mentioned in any guidebook.

## Cycling in the hutong

Everyone in Beijing knows Houhai, but touring the area on a bicycle is very different from touring on foot. A ride that starts from the Bell and Drum Towers and goes down into the Shichahai hutong is a good route.

Start from Di'anmenwai North Avenue and ride south past the towers to Yandai Xiejie. The street is the oldest in the capital and home to a variety of curio shops, restaurants and bars.

Past the street is the Yinding Bridge, which connects to the Shichahai hutong. The crisscrossing alleys form a net along the river, and riders can find the traces of history in the front door of any yard.

There are 15 hutong along Shichahai with many mansions and gardens,

such as the Mansion of Prince Gong and the Prince Chun Mansion. The former residences Soong Ching-ling, Guo Moruo and Yang Changji are all located in Shichahai.

Another route is to take the Xi Jiaomin Alley through Dashilar and Zhushikou to Liulichang.

Xi Jiaomin Alley is located on the south side of Xicheng District. From Tiananmen Square to the North Xinhua Street is about a kilometer. Qianmen is to the west and Dashilar is at its south end.

Although Dashilar has changed since its renovation, the many small hutong on its west side are worth seeing.

Ridingsouth along Qianmen Avenue will take you to Zhushikou West Avenue. Turning west at the junction will go past an old Catholic church, Fengzeyuan, the former residence of Ji Xiaolan and Huguang Huiguan.

Liulichang is about 700 meters from Huguang Huiguan. The cultural street has many shops selling brushes, paper and painting, such as the famous Rongbaozhai.

The route also passes many former banks that are cultural relics, such as the Central Bank and Agricultural Bank.

For a snack, try the area's famous fried cow stomachs and bitter flapjacks.

## Cycling in the suburbs

For a more challenging ride, consider a suburban destination. Beijing is surrounded by many ancient cities or villages that can be a great day trip.

Hangtianqiao, Moshikou, Jun zhuang, Xiaweidian, Dongfanghong Tunnel, Jinyukou and Zhaitang Town can be a great route for experienced riders.

The 82-kilometer length hilly roads from Dongfanghong crosses tunnel to Zhaitang Town. It's another 7 kilometers uphill and downhill from Zhaitang to the ancient cities and the river.

The cities were built in Ming Dynasty as part of a border defense force, and most are well preserved.

Riders can also try a route that begins at Gongzhufen and goes along Fengtai Lu, Lugo Bridge, Changxindian, Yungang, Liangxiang, Zhoukoudian, Shijingshan and Yunju Temple.

The route is 75 kilometers, and sightseeing opportunities include the stone tablet of Lugou Xiaoyue, Wanningcheng and the stone lions on Lugou Bridge.

Traffic from Fengtai Lu to Liangxiang Lu is usually bad, so riders must be careful. Two legs of the trip cover 5 kilometers of mountain roads, which will require heavy endurance.



CFP Photos



## Stage



## Ning Feng Violin Recital

Born in Chengdu Province, violinist Ning Feng once studied at the Royal Academy of Music, London. He quickly developed a reputation as an artist of great lyricism and emotional transparency, displaying awe-inspiring technical accomplishment.

Ning won first prize in the 2006 International Violin Competition, the Queen Elisabeth Music Competition, the Yehudi Menuhin International Violin Competition and first prize at the Michael Hill International Violin Competition.

At this concert, he'll play Shostakovich's Violin Sonata Op. 134, Arvo Part's "Fratres," Korngold's "Much Ado About Nothing," Glazunov's "Meditation" and Paganini's "I Palpiti."

**Where:** Beijing Concert Hall, 1 Bei Xinhua Jie, Liubukou, Xicheng District

**When:** May 11, 7:30-9 pm

**Price:** 30-680 yuan

## Guitar: Yang Xuefei

Yang Xuefei, a graduate of the UK Royal Academy of Music and a winner of numerous international music competitions, is one of the best classical guitarists in the world.

"Ms. Yang demonstrates her feisty virtuosity, impeccable technique and sensitive musicianship in repertoire ranging from Albeniz to Asian songs. Yang's guitar sings as if she had grown up in the shaded courtyards of Andalusia," writes the *New York Times*.

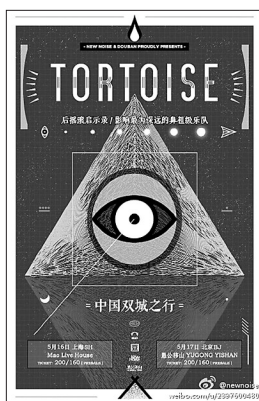
**Where:** National Center for the Performing Arts, 2 Xichang'an Jie, Xicheng District

**When:** May 17, 7:30-10 pm

**Price:** 100-200 yuan



## Music



## New Noise presents Tortoise

New Noise is very proud to present two shows for one of the most important bands in contemporary music. Tortoise will perform two shows in China: May 16 at MAO Livehouse Shanghai and May 17 at Yugong Yishan.

The Chicago band formed in 1990. In their 24-year career, they've consistently represented the defining elements of post rock, with best selling albums, shows around the world and headline positions at

major festivals.

Now they are coming to China, a country known for its deep appreciation of the genre.

**Where:** Yugong Yishan, 3-2 Zhangzizhong Lu, Chaoyang District

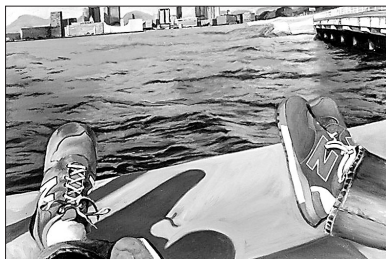
**When:** May 17, 9-11 pm

**Tel:** 6404 2711

**Price:** 160 yuan or 200 yuan

**Web:** smartbeijing.com

## Art

Moment of Being:  
Zeng Zhe's Solo Exhibition

Zeng Zhe's art looks at common objects and finds in them the cultural weight of something self-sufficient. Her art proposes what amounts to humility in the face of indifference.

By concentrating on small objects of little social consequence, she is free to look closely at their inherent nature without becoming involved. Zeng skillfully turns values upside down and flips the tables. Each object commands a small world of its own.

This change does not glorify the artist's still life so much as invest it with an importance based on close observation.

**Where:** Egg Gallery, 327 Caochangdi, Cuigezhuang, Chaoyang District

**When:** May 10-July 3, 10 am-6 pm

**Tel:** 6432 8089

## Olivier Roussel &amp; Fred Pasqua Duo

Olivier Roussel is a jazz guitarist and composer. He has toured in several countries and performed numerous concerts in France. He met Louis Winsberg, a famous French guitarist, with whom he played several live performances. He learned jazz at the Conservatory of Music and attended master classes with Bill Stewart and Scott Colley.

Frederic Pasqua, drummer, learned classical percussion at the Conserva-



tory and then drums in Nadia and Gilles Touch's school. He plays with

Louis Winsberg and Sophie Alour.

The success of their tours in China since October 2010 have led them to renew the effort in May 2014. They also released a CD of the performance, *Olivier Roussel Duo*.

**Where:** Au Goulot, 43 Zhonglouwan Hutong, Dongcheng District

**When:** May 7, 9-11 pm

**Tel:** 18600208126

**Email:** olivier.t@gmx.com

## Activities:

## Portfolio Night returns to China



Portfolio Night, a global portfolio review and recruitment event for up-and-coming advertising talent, is returning to China this year on May 21.

Ogilvy & Mather China will bring together as many as 40 top creative directors in Beijing and Shanghai to provide young talent with the opportunity to network, get advice and get recruited.

**Where:** Ogilvy & Mather Beijing, Huali Building, Floor 9, 58 Jinbao Jie, Dongcheng District

**When:** May 21, 4:30-10 pm

**Web:** portfolionightchina.com



# Espring Water Purifier Performance

Amway is one manufacturer that thoroughly tests its products to verify their performance. Amway employs a team of scientists and engineers dedicated exclusively to water treatment system development. They have tested eSpring™ Systems extensively to verify performance claims.

## Ultraviolet Light Technology Performance Claims

- Certified by NSF International under NSF/ANSI Standard 55
- Based on third party testing, eSpring delivers a UV dose of 40 mJ/cm<sup>2</sup>, which is capable of destroying more than 99.99 percent of waterborne disease-causing bacteria and viruses

## System Performance Claims

- The cartridge treats 5,000 liters of water or one year
- Convenient, replaceable all-in-one filter and UV lamp cartridge
- More convenient than bottled water
- Easily attaches to most standard kitchen water faucets without special tools or plumbing connections
- System monitor indicates remaining carbon filter and UV lamp life
- Uses exclusive, patented technology.

## Exceeding the Highest Industry Standards

Enjoying clean, fresh-tasting water every time you turn on the tap is a main reason to choose the eSpring™ Water System, but it's not the only reason. From the certifications it has received, to its performance and technology, this is why eSpring is the best choice for quality water.



## Amway Espring Wins Frost & Sullivan Asia-Pacific Best Practices Water Filtration Company Year Award for Fourth Time

Industry analysts at Frost & Sullivan measure performance through in-depth analysis and extensive research to identify best practices in the water filtration industry. On November 6, 2013, for the fourth year in a row, they awarded Amway the 2013 Frost & Sullivan Asia-Pacific Best Practices Water Filtration Company of the Year Award for promoting high water quality standards in the Asia-Pacific region.

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